

TEXAS A&M UNIVERSITY-COMMERCE UNIVERSITY STRATEGIC PLANNING PROCESS

Planning Component	Expanded Activity Description	Leadership	Activity Period	Completion Date
Revise Mission Statement	Review and consider revision of current mission statement Solicit comments from stakeholders through various presentations and listserv announcements.	Chief of Staff and President's Administrative Council (PAC)	Dec-13	Dec-13
Assess Existing Strategic Plan for FY2013	Review metrics and assess existing plan, making revisions as needed.	Chief of Staff and PAC	Jan-14	Jan-14
Assess identifying and using an external consultant to assist with plan development	Contact consultant to review possible options	Chief of Staff and President	Jan-14	
Appoint Strategic Planning Task Force Co-Chairs and members	President to officially appoint Strategic Planning Task Force Co-chairs; PAC to recommend members	PAC	Feb-14	
Provide charge to Strategic Planning Task Force	President to provide charge to Strategic Planning Task Force	President	Feb-14	
Provide professional development on strategic planning	For Annual Professional Development Day, provide training sessions on strategic planning	Chief of Staff and Executive Director of Training and Development	Mar-14	
Vision Statement and Guiding Principles	Review current strategic planning materials including visions statement prepared for Board of Regents	PAC	Mar-14	
Stakeholder Engagement Plan	Task Force will develop comprehensive plan to engage stakeholders and to collect rich, manageable data	Strategic Planning Task Force	Apr-14	
Environmental Scan	Collection of various data to form a snapshot of our current state, such as: Gap Analysis Benchmarking SWOT analysis Review summary of key findings and considerations suggested by environmental scans	Provost's Office responsible with suggestions from Strategic Planning Task Force	Jun-14	
Dissemination/Information	Dissemination of summary findings document to stakeholders, including: Faculty/Staff Student body Community partners (including satellites) External advisors	Strategic Planning Task Force	Aug-14	
Stakeholder feedback	Campus and virtual forums providing stakeholders opportunity to provide input in identifying strategic issues for consideration in strategic planning. Provide campus administrative entities with strategic plan template (electronic) and invite input from the entire campus community. Task Force to analyze data collected and provide recommendation, identifying strategic issues for consideration in strategic plan development	Strategic Planning Task Force	Sep & Oct-14	
Strategic Goals/Objectives	Goals Conference for PAC, Task Force, and campus leadership to draft a set of strategic goals/objectives.	Strategic Planning Task Force	Nov-14	
Innovation Assembly or other Mechanism to develop metrics, outcomes, etc.)	Innovation Assembly or other mechanism will produce two outcomes for each goal: 1) A description of "what success would look like" (emphasis on bold and stretching); and 2) Strategies (with particular interest on innovation) that would lead to successful realization of the goal. Prepare report identifying for each goal hallmarks of success and innovative approaches to successful realization. PAC to review refined goal sets arising from the Innovation Assembly.	Strategic Planning Task Force	Feb-15	
Strategic development	Preparation of draft strategic plan for review by PAC	Strategic Planning Task Force	Feb-15	
PAC review	Special PAC meeting or retreat, focused on 2020 strategic plan.	PAC	Mar-15	
Campus distribution and discussion	Dissemination of draft strategic plan for final comments before submission to System	Strategic Planning Task Force	Mar-15	
Campus distribution	Final version of strategic plan to be sent to System for May BOR meeting	Chief of Staff	Apr-15	